



#16/Response
Lowman

PATENT
Docket No. 740388-0020

2/25/03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re PATENT application of:

Lawrence F. GLASER

Application No.: 09/270,710

Filed: March 16, 1999

For: METHOD OF EMBEDDING ADVERTISEMENTS
IN COMMUNICATION

Art Unit 3600

Examiner: A. Kalinowski

Date: February 5, 2003

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RESPONSE

Honorable Commissioner of Patents
Washington, D.C. 20231

Dear Sir:

In response to the Examiner's Office Action mailed November 6, 2002, please consider the following remarks in connection with the above-identified application.

REMARKS

At the outset, the Examiner is thanked for the review and consideration of the present application.

The Examiner's Office Action dated November 6, 2002 has been received and its contents reviewed. Claims 1-22 are pending in the present application, of which claims 1 and 20 are independent.

Referring now to the Office Action, claims 1-19 are rejected under 35 U.S.C. § 103(a) as unpatentable over Goldschmitt et al. (WO 96/24213 A1, hereinafter Goldschmitt) in view of "World Wide Watch" (hereinafter The Mail) and Kamakura et al. (Pat. No. 6,047,310, hereinafter Kamakura). Further, claim 20-21 are rejected under 35 U.S.C. § 103(a) as unpatentable over Goldschmitt in view of Kamakura and Uomini (U.S. Patent No. 6,018,761). These rejections are respectfully traversed at least for the reasons provided below.